

A B S T R A C T

A method of managing the operation of a mobile telephone in a telecommunications network, the method being of the type in which the mobile terminal is designed to operate selectively in a telephone call mode or in a navigator mode, and of the type in which display means, forming part of the mobile terminal or connected to the mobile terminal, are suitable for displaying a service data page formatted by a sequence of instructions in a language adapted to service data, the service data page giving access to at least one service. In the method, a "preferred" mobile terminal operating mode is selected for implementing a service by incorporating a preferred mode selection instruction in the sequence of instructions for the service data page giving access to the service. Preferably, the navigator mode uses wireless application protocol (WAP), and the language adapted to service data is taken from the extensible markup language (XML) family, and in particular is wireless markup language (WML). In a variant, the language adapted to service data is hypertext markup language (HTML) or a language derived therefrom.

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